

State Capitol | 500 East Capitol Avenue | Pierre, South Dakota 57501 | sdsos@state.sd.us | sdsos.gov

April 18, 2011

Gigi Shaull Compliance and Licensing Administrator The Wine Group 209-599-4111

Dear Gigi:

Our office is in receipt of your raffle request. The date of the filings is April 18, 2011. You may begin selling tickets 30 days after the filings, which would be May 18, 2011.

If there is any other way in which our office could assist you, please feel free to contact me at (605) 773-3537 or email me at Judy.Larson@state.sd.us. Thank you.

Sincerely,

Judy A. Larson

Larson, Judy (SOS)

From: Gigi Shaull [Gigi.Shaull@thewinegroup.com]

Sent: Monday, April 18, 2011 3:52 PM

To: Larson, Judy (SOS)

Subject: FW: Almaden Top Shelf Sweepstakes Approval Request

Dear Judy,

I am writing to seek approval from your office for a sweepstakes program for one of our wine brands, Almaden Vineyards.

The Wine Group is sponsoring a sweepstakes program for Almaden Vineyards, entitled "America's Top Shelf Wine Sweepstakes". The sweepstakes will begin on June 1, 2011 and will conclude on June 30, 2011.

We will be awarding four (4) prizes in the amount of \$1,500.00 paid to four (4) separate winners to be awarded in the form of a check payable to each individual winner.

The sweepstakes will be open to legal residents age 21 and over at the time of entry. The sweepstakes will be offered in all states where permitted. Individuals can find information on how to enter the sweepstakes at the point of sale in retail locations or via the Almaden Vineyards website (www.almaden.com) and via Almaden Vineyard's Facebook page. The sweepstakes will be promoted at the point of sale in off-premise locations.

I am enclosing the following materials related to the program for your consideration:

- 1) Copy of the complete sweepstakes rules.
- Copy of point of sale materials promoting the sweepstakes.
- 3) Copy of the sweepstakes pages from the official Almaden Vineyards Facebook page including electronic entry form.
- 4) Copy of the sweepstakes pages from the official Almaden Vineyards website including rules (http://almaden.com/topshelfrules.shtml) and electronic entry form (www.almaden.com/topshelfrules.shtml)

We greatly appreciate your taking the time to review these materials and hope to obtain approval for this sweepstakes program. Should you need additional information or if you have any questions about the program, please feel free to contact me at any time. My contact information can be found below.

On behalf of The Wine Group, I thank you for your consideration of our sweepstakes approval request.

Kindest regards,

Gigi Shaull Compliance and Licensing Administrator The Wine Group 209-599-4111



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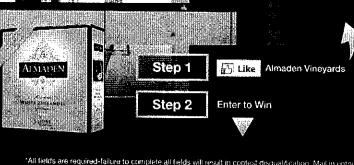
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Almaden Vineyards

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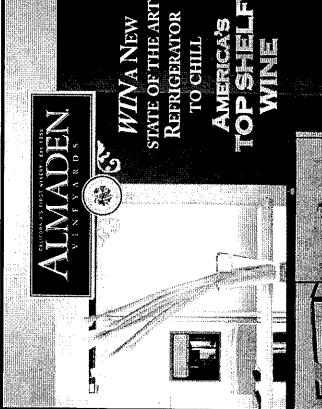
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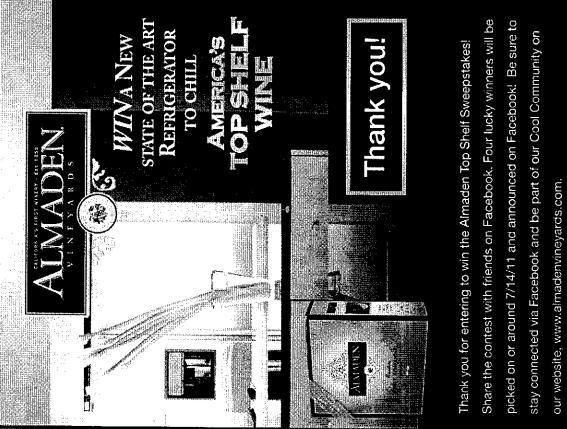
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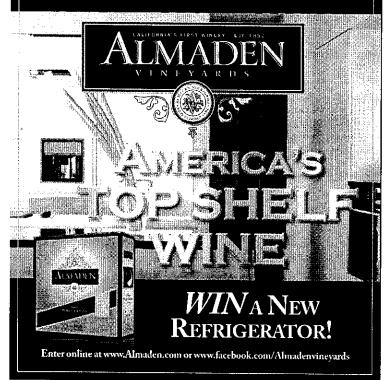
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Moms Trick to Fat Loss prehupák mian.com



Can you lose 716s in 7 days? The results WILL snock you... (i) 2011 Almaden Vineyards, Madera, CA

NO PURCHASE NECESSARY. Open only to legal residents of the United States who are 21 years of age or older at time of entry. Sweepstakes end 6/30/11, Mail-in entries must be postmarked by 6/30/11 and received by 7/8/11. Void in CA and other states where probabiled or restricted by law. Subject to complete official rules available at www.Alimaden.com/Sweepstakes.



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